



Hello {{ contact.PRENOM }},

Welcome to this second newsletter !

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- Linguistic validation in clinical trials
- Hereditary Haemorrhagic Telangiectasia (HHT)
- Transcreation and premium branding

Linguistic validation in clinical trials

At the end of this month of April, I'd like to share another facet of my work with you: linguistic validation in the context of clinical trials.

What is it about? It involves ensuring that a medical questionnaire is suited to a target population.

Who is the target population? It can be about a medical questionnaire intended for the general public. The questionnaires I am entrusted with target **French-speaking and German-speaking** audiences in Belgium, most often in the context of a specific condition.

The **first step** consists of finding patients who suffer from the disease in question, through patient associations, social media, etc.



Next comes the interview with the patient (via video call or telephone). For each questionnaire, there are **five interviews** with five different patients. This is then followed by a report including suggestions for rewording, conclusions and certain aspects not covered in the initial questionnaire that were raised by the patients, often in terms of quality of life.

Does all of this seem abstract? That's understandable. In the next section, we move on to a concrete case: HHT (Hereditary Haemorrhagic Telangiectasia).

Linguistic validation:

Hereditary Haemorrhagic Telangiectasia (HHT)



HHT is a rare disease. Its most visible manifestation is frequent, prolonged and sometimes quite dramatic **nosebleeds**, which can have a significant impact on the patient's quality of life.

The first challenge was finding five subjects affected by this disease. Fortunately, an email sent to the relevant Belgian patient association led to a contact, and word of mouth did the rest.

In this particular case, the interview with each patient lasted nearly 2 hours. Active listening is a key element of the exchange. People very rarely have the opportunity to talk about their illness in detail. Beyond the fact that they do so with the aim of potentially improving the quality of life of others who suffer from the same disease, they also feel heard and they often make a point of saying so. This is an aspect of my work I never would have anticipated, and one I truly appreciate.



Lost in translation? Not with transcreation

The term 'transcreation' can catch people off guard when they come across it for the first time.

Transcreation is a form of creative translation that adapts a message into another language with the aim of preserving its intention and impact. Sitting at the boundary between translation and copywriting, it goes beyond words to capture tone, emotion and cultural resonance.

In my previous newsletter, I announced the release of a blog article on the importance of **transcreation in premium branding**. Discover it here.

Thank you for taking the time to read this new edition. If you enjoy this format, I'll be back next month with more insights. Feel free to get in touch!



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